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Gorell Double-Hung Windows Earn Green Seal™ Certification.

In November 2008 all Gorell replacement double-hung windows earned the prestigious Green Seal certification. Gorell is one of only two window companies that has had its products certified by Green Seal, an independent, nationally recognized non-profit organization based in Washington, D.C.

The certifications reflect the significantly high levels of performance and quality of these Gorell windows, as well as other Green Seal standards pertaining to material extraction, manufacturing processes, usage and recycling/disposal. The Green Seal identifies a product as environmentally preferable, provides third-party corroboration of environmental claims, and distinguishes a product from competitors that can't support their environmental assertions.

The Green Seal certification process is a long and comprehensive one, and Gorell double-hung products were certified only after rigorous testing and evaluation, which included an on-site plant inspection. Criteria such as performance ratings (U-value, Solar Heat Gain Coefficient, etc.), product packaging and labeling, and manufacturing and testing procedures all played a role in the Gorell products achieving Green Seal certification.

Take advantage of the fact that you offer Green Seal certified windows. Use this unique differentiator to set your company apart from your competitors.

USE GORELL'S GREEN SEAL CERTIFICATION TO SELL MORE GORELL WINDOWS.

Learn more about the Green Seal™ program and what the certifications mean on www.gorell.com/pages/greenseal.htm. This will help you better explain the benefits of Gorell Green Seal certified windows to your customers.

We also encourage you to link to this web page from your company's web site—to show potential customers that you sell Green Seal certified windows from Gorell. For more details on how to link to this page, contact Gorell's webmaster Scott Williams at swilliams@gorell.com.

Tools we've created to help you market Gorell Green Seal products include:

- The [Green Seal flyer](#) (PDF) that you can download from this site to email to customers or copy as need.
- Gorell [Green Seal ads](#) that you can download, customize and run in your print media. (Available early December)
- A video on Green Seal that Gorell has placed on www.youtube.com and *at the top of the column at right*.
- Gorell Green Seal showroom signage. (Available early December)
- Green Seal window stickers to use on double-hung samples and displays (Contact Debbie Fleming at dfleming@gorell.com)
- Retractable banner artwork (Available early December)

Contact your Customer Service Representative for details on these items

GORELL'S GREEN SEAL VIDEO



ABOUT GREEN SEAL™



A 501 (c)(3) non-profit organization, Green Seal was founded in 1989. The organization issued its first environmental standards in 1991-2, and the first product certifications were issued in 1992. Green Seal provides science-based environmental certification standards that are credible, transparent and essential in an increasingly educated and competitive marketplace. The organization's industry knowledge and standards help manufacturers, purchasers and end users alike make responsible choices that positively impact business behavior and improve quality of life.

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